
IWTEVR9S2\1002

Behaviour change approaches to address belief-based use of vultures

Hooded Vultures are globally Critically Endangered. The leading cause in West Africa is illegal trade for belief-based use. This project aims to reduce demand from traditional healers (suppliers) and consumers (customers) by building the evidence base on the drivers and influencers behind this market and applying this to pilot social marketing campaigns in Senegal, The Gambia and Guinea Bissau, through instilling national pride in vultures and engaging healers in identifying non-animal alternatives. Lessons learned will inform national and regional scale-up.

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Section 1 - Contact Details

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Section 2 - Objectives, Species & Summary

Q3. Title:

Behaviour change approaches to address belief-based use of vultures

What was your Stage 1 reference number? e.g. IWTEVR9S1\1001

IWTEVR9S1\1018

Q4. Which of the four key IWT Challenge Fund objectives will your project address?

Please tick all that apply. Note that projects supporting more than one will not achieve a higher score, and ticking objectives that your project does not address may negatively affect project scores.

- Reducing demand for IWT products

Q5. Species project is focusing on

Please include both the common name and scientific name.

Hooded vultures (*Necrosyrtes monachus*) *No Response*

No Response *No Response*

Do you require more fields?

No

Q6. Summary of project

Please provide a brief summary of your project, its aims, and the key activities you plan on undertaking. Please note that if you are successful, this wording may be used by Defra in communications e.g. as a short description of the project on the website.

Please write this summary for a non-technical audience.

Hooded Vultures are globally Critically Endangered. The leading cause in West Africa is illegal trade for belief-based use. This project aims to reduce demand from traditional healers (suppliers) and consumers (customers) by building the evidence base on the drivers and influencers behind this market and applying this to pilot social marketing campaigns in Senegal, The Gambia and Guinea Bissau, through instilling national pride in vultures and engaging healers in identifying non-animal alternatives. Lessons learned will inform national and regional scale-up.

Section 3 - Title, Dates & Budget Summary

Q7. Country(ies)

Which eligible host country(ies) will your project be working in? Where there are more than four countries that your project will be working in, please add more boxes using the selection option below.

Country 1 Senegal **Country 2** Guinea-Bissau

Country 3 Gambia, The **Country 4** *No Response*

Do you require more fields?

No

Q8. Project dates

Start date:	End date:	Duration (e.g. 2 years, 3 months):
01 June 2023	30 November 2024	1 year 6 months

Q9. Budget summary

Year:	2023/2024	2024/25	Total Request
Amount:	██████████	██████████	██████████

Q10. Proportion of IWT Challenge Fund budget expected to be expended in eligible countries: % █████

Q11a. Do you have matched funding arrangements?

Yes

What matched funding arrangements are proposed?

Matched funding is in place to support a portion of the project time required from the Preventing Extinctions Coordinator (Project Lead), and Isdell Vulture Conservation Fellow (Interim Project Lead). These will be supported through existing donor funding agreements in place with the Isdell Family Foundation and other private donors.

Partners have cofunding from existing grants to support staffing and some activities.

BirdLife has submitted an application to the Darwin Innovation grant. However, this is not included in cofunding. In the event that both these projects are funded, there is a plan to expand the workplan. In particular, to expand the social marketing trainings (switch some virtual sessions to in-person for more effective engagement), expand the social marketing strategy activities, pilot proposed livelihood enhancement opportunities identified by stakeholders, and to expand the engagement to religious leaders and others who have the potential as influencers.

Q11b. Total confirmed & unconfirmed matched funding (£) ██████████

Q11c. If you have a significant amount of unconfirmed matched funding, please clarify how you fund the project if you don't manage to secure this?

No Response

Section 4 - Problem statement & Gap in existing approaches

Q12. Problem the project is trying to address

Please describe the problem your project is trying to address in terms of illegal wildlife trade and its relationship with poverty. What is the need, challenge or opportunity?

Please describe the level of threat to the species concerned. You should also explain which communities are affected by this issue, and how this aspect of the illegal trade in wildlife relates to poverty or efforts of people and/or states to reduce poverty.

Please cite the evidence you are using to support your assessment of the problem (references can be listed in your additional attached PDF document) and outline whether there have been any specific requests for this work.

African vultures are declining rapidly, with 7 of 11 species globally Endangered or Critically Endangered. According to the 2017 CMS Multi-species Action Plan for vultures, subsequent reviews, and CITES Documents, killing to feed the trade in body parts for belief-based use is the dominant driver of vulture killing in West Africa, where six threatened species occur. Among four Critically Endangered species in the subregion, the flagship species is the Hooded Vulture, being the most familiar and for which the region is most important globally.

Since the end of 2019 deliberate and systematic mass poisonings have led to the mortality of over two thousand Hooded Vultures in Guinea Bissau, The Gambia and Senegal – areas considered to be vulture population strongholds. Poisoning events on this scale have the potential to exterminate already struggling populations; the poison could also affect human users. It is therefore imperative that conservation actions are scaled up to address these threats immediately. Market surveys and community meetings held in 2020, with funding from an IUCN SOS Rapid Response grant, confirmed that the most severe threat to vultures in the region is belief-based use in rituals or consumption (for longevity, by wrestlers before fights, women to consolidate marriage, cure diseases, etc.) with vultures being taken and traded nationally and internationally. Poverty was identified as a potential driving factor where traders and/or hunters may kill/sell vultures to boost their incomes.

Behaviour change models are increasingly applied to reduce unsustainable resource use and to decrease demand in illegally traded wildlife (such as ivory and pangolin scales). BirdLife, particularly through its Partner in Nigeria, has made significant progress in applying these approaches to belief-based use of vultures. However, the approach needs to be adapted and tested in these countries, based on the similarities and differences in the drivers and motivations for belief-based use.

The project builds on evidence collected and the contacts made with key stakeholder communities, and applies lessons learned in Nigeria (and other initiatives) but recognises that more evidence is needed to tackle the challenge fully and that technical expertise is needed to build capacity to design and implement social marketing campaigns.

This project aims to pilot social marketing campaigns in three vulture strongholds in West Africa to reduce demand for vultures by testing whether instilling local and national pride in vultures will reduce consumers' appetite for going to traditional healers for practices that use vulture parts. It will also assess the willingness and opportunity cost of traditional healers and consumers using non-animal-based products as substitutes, and of hunters and traders identifying and agreeing to use potential alternatives, as done in Nigeria. The project will increase our understanding of the level of local and international trade in vultures, livelihood alternatives for hunters/traders, and the willingness of traditional healers to shift towards legal and sustainable alternatives.

To address vulture mortality, effective measures must be identified, tested and scaled up. This project recognises this through close links with Action Planning and Dissemination, particularly the West Africa Regional Vulture Action Plan.

Q13. Gap in existing approaches

What gap does your project fill in existing approaches? Evidence projects should describe how the improved evidence base will be used to design an intervention and the gap the intervention will fill.

Efforts to combat IWT in West Africa have largely ignored the trade in vulture body parts, despite these birds' poor conservation status and formal recognition by CITES COP of the problem in 2019 and 2022. The engagement of traditional healers and their associations, hunters and traders is proving successful in promoting plant-based alternatives to vulture parts in Nigeria through processes similar to social marketing: empowering community leaders and influencers, in this case traditional healers and their associations, to drive change. However, baseline information is lacking to tailor this approach to Senegal, The Gambia and Guinea Bissau.

This project will collect evidence to understand belief-based use of vulture parts from consumer (customer) and supplier (traditional healer and trader) perspectives to design and test the social marketing campaign, to ensure that replication is adapted to the local context. This will include (non-exhaustive list):

- Drivers and motivations: sociodemographic profile of consumers and healers, purpose of use.
- Stage of behaviour change the audience is in and barriers to stopping use of vulture parts: awareness, availability of alternatives, weak enforcement and poverty.
- Influencers and sources of trust: are traditional healers the main advice providers?
- Outreach channels for the target audience.

Section 5 - Objectives & Commitments

Q14. Which national and international objectives and commitments does this project contribute towards?

Consider national plans such as NBSAPs and commitments such as London Conference Declarations and the Kasane and Hanoi Statements. Please provide the number(s) of the relevant commitments and some brief information on how your project will contribute to them. There is no need to include the text from the relevant commitment.

1/CMS Multi-species Action Plan for African and Eurasian Vultures (Vulture MsAP)

The project's significance to CMS is that all but one vulture species are in Appendix I, requiring strict protection, and it contributes directly to the Vulture MsAP, adopted in 2016:

Objective 4. Reduce and eventually halt the trade in vulture parts for belief-based use. Result 4.1 Improve understanding of the trade informs conservation approaches and Result 4.2 Understand scale and impact of belief-based-use of vulture body parts.

2/CITES: The project supports the new Decisions on 'West African vultures (Accipitridae spp.)' adopted by CITES COP 19 in November 2022, set out in the document CoP19 Doc.58 <https://cites.org/sites/default/files/documents/E-CoP19-58.pdf>

3/West Africa Action Plan to Address Direct Persecution of Vultures (in development)

In line with an action planning process which BirdLife, IUCN Conservation Planning Specialist Group and Vulture Specialist Group, are co-leading, to address direct persecution of vultures across the region.

4/CBD NBSAPs:

Senegal 2016-2020: strategic objective A.1.2 on improving knowledge about biodiversity and strengthening institutional capacity; especially monitoring to update the IUCN Red List for threatened species.

Guinea Bissau 2015-2020: in line with Goal 12: 'By the year 2020, the extinction risk of known threatened species will be reduced significantly. Vultures are amongst the priority species of national importance.

Gambia 2015-2020 stresses its rich avifauna, citing poaching and illegal hunting as leading causes of biodiversity loss (4.5).

5/SDGs: The project contributes to SDG 1 and 2: No poverty and zero hunger, SDG 3: Good health, wellbeing and SDG 15: Life on Land.

Section 6 - Method, Change Expected, Gender & Post Project Sustainability

Q15. Methodology

Describe the methods and approach you will use to achieve your intended Outcome and contribute towards your Impact. Provide information on:

- How you have reflected on and incorporated evidence and lessons learnt from past and present activities and projects in the design of this project.
- The specific approach you are using, supported by evidence that it will be effective and justifying why you expect it will be successful in this context.
- How you will undertake the work (activities, materials and methods).
- What will be the main activities and where will these take place?
- The specific approach you are using, supported by evidence that it will be effective and justifying why you expect it will be successful in this context.
- How you will manage the work (governance, roles and responsibilities, project management tools, risks etc.).

A recent IUCN SOS grant (2021-2022) has identified and prioritised critical conservation actions in Senegal, The Gambia and Guinea Bissau to combat illegal use, including education and awareness, capacity building, as well as wildlife market surveys and vulture monitoring surveys. This project will benefit from the strong stakeholder engagement and momentum built during the IUCN-funded project with community members (healers, cattle ranchers, teachers, veterinarians, national guard), rangers, government institutions, local authorities, and CITES focal points.

In addition, the BirdLife Partnership's work in Nigeria and Zimbabwe has shown that engaging traditional healers can help to identify alternatives to vulture parts and motivate behaviour change. In Nigeria, 90% of traditional healers engaged with have agreed to use alternatives and 65% have started using alternatives within a 3-year timeframe (see Annex). There is an opportunity to replicate this successful approach in other parts of Africa, acknowledging that the drivers of behaviour will vary. This approach addresses localised use but an understanding of the IWT both locally and internationally is needed to address the threat holistically. An investigation of alternative livelihood sources is also required to address poverty as a cause of the IWT.

Evidence from social marketing campaigns applied to other species and organisations will be reviewed and shared.

The project, led by a Project Steering Group of all the Partners, with an Advisory Group of experts from BirdLife Partnership in vulture conservation and social science, will apply social marketing and behaviour change approaches, adapted to the local situation to reduce the use of vulture parts in traditional healers' practices.

Identification of the project focal areas in the three countries have been identified by the partners based on the research conducted under the aforementioned IUCN SOS grant.

The social marketing research will include qualitative (focus groups and in-depth interviews) and quantitative (surveys) conducted through a survey app supporting consistent collection and analysis (QuestionPro). The surveys will be guided by a behaviour change consultant. The surveys will be conducted through focus groups and 1:1 interviews with customers, traditional healers and traders to build on market surveys and investigations work done under the IUCN SOS grant. Traditional healer perspectives will inform a social marketing strategy to ensure they are not villainised but engaged as 'partners'. The research will also include understanding baseline knowledge, attitude, and practice as well as socio-demographics of the target audience as well as where they may lie in the stage of the behaviour change.

The data will be analysed and used to design pilot social marketing strategies including identification of target audiences (locally and internationally), and design of target-specific messages, branding materials and messaging methods such as mascots, posters, radio communications, scoping and testing implementation of projects as alternative sources of livelihoods to reduce the harvesting and illegal trade in vultures etc. We will also build on the radio broadcasts delivered in the IUCN SOS project, but in a more targeted manner. Awareness raising/attitude changing sessions with traditional healers and customers will be conducted on the role and value of vultures including why they should value vultures, the existing laws, and the dangers of handling poisoned parts.

It will also engage healers, hunters, and traders in identifying alternatives and provide support to remove the potential barriers to moving away from the sale of vulture parts without losing their livelihoods or endangering other species or health. The forms of support will depend upon consultations with the target groups.

The project will include planning for future vulture conservation actions by reviewing results of the pilot social marketing strategies and assessing the effectiveness of the proposed social marketing approaches, including relevance of piloted messages and influencers. This end of project assessment will be used to drive recommendations on a follow up, scaled up approach. Results and findings will be shared across the Africa Vulture Forum and undergo extensive dissemination.

Q16. Capability and Capacity

How will you support the strengthening of capability and capacity in the project countries at organisational or individual levels, please provide details of what form this will take and the post-project value to the country.

The project will build the capability and capacity of different stakeholder groups at regional and national levels to address the threat to threatened vultures from belief-based use. The project will directly inform the development of the West Africa Vulture Action Plan, which is in development. It will add to the evidence base gathered and reviewed in the West African vulture persecution threat analysis report and, most importantly, test new approaches to addressing the problem.

This collaborative, multi-stakeholder planning activity is already providing and will continue to provide great opportunities for capacity building by bringing together academics, NGOs, government agencies and business representatives to develop and roll out this Action Plan together.

It will build the capacity of project partners, the BirdLife Partnership (and others) to apply social marketing and behavioural change approaches to address conservation challenges through the development of case studies and resources, which will be disseminated through presentations at meetings and resources

shared through BirdLife's HATCH resource Live feed | Hatch at BirdLife (birdlife-hatch.org).

National Partner NGOs will be supported through in-person trainings for social research, through the advice and guidance of a conservation behavioural change experts, and through exchanges and guidance from the BirdLife Preventing Extinctions team and the Nigerian Conservation Foundation (who have more than five years experience in this work). Trainings on social marketing will be recorded to benefit other BirdLife Partners. The project team will benefit from close working relationships with the IUCN Conservation Planning and Vulture Specialist Groups.

Furthermore, it will support other NGOs and government agencies seeking to address this and similar conservation problems through developing guidance and case studies and disseminating these through online resources and at national and international events.

Q17. Gender equality

All applicants must consider whether and how their project will contribute to reducing inequality between persons of different gender. Explain how your understanding of gender equality within the context your project, and how is it reflected in your plans.

In all three countries, women play key roles in the belief-based use value chain whether it be as traders (~50% women), consumers (around 50% women) or healers (approximately 15% women) and will therefore be a key target audience of the social marketing design and strategy.

The design of the surveys will take into account these differences and work to ensure that survey questions, techniques and setting facilitate the gathering of useful information.

The project will engage women in the focus group discussions with women-only sessions, where appropriate, to ensure their voices are well represented in the social marketing strategy. The project will seek to understand the influences that are important to women (as healers, traders and consumers).

The social marketing strategy will be segmented to ensure that the different target audiences, including women, are reached. This may include identifying different communication channels.

The role of the legal status of using vulture parts and the likelihood of arrest needs to be understood as well to assess whether greater enforcement would be a strong influence for women or men to shift away from vultures. And what is the risk that greater enforcement would drive the sector further underground.

The impact on women of reduction in the trade in vulture parts will be assessed and all efforts will be made to ensure that access to sustainable, legal livelihoods (from trading or from their roles as traditional healers) are accessible to them.

Where possible, women champions will be identified as role models in vulture conservation. Furthermore, equal representation will be sought in governance structures and workshops to promote equality.

Q18. Change expected

Detail the expected changes to both illegal wildlife trade and poverty reduction this work will deliver. You should identify what evidence will be gathered and how it might be used to inform future interventions. Please include who will benefit from these interventions, considering both people and species of focus a) in the short-term (i.e. during the life of the project) and b) in the long-term (after

the project has ended) and the potential scalability of the approach.

When talking about how people will benefit, please remember to give details of who will benefit, differences in benefits by gender or other layers of diversity within stakeholders, and the number of beneficiaries expected. The number of communities is insufficient detail – number of households should be the largest unit used. Demand reduction projects should demonstrate their indirect links to poverty reduction.

a) Short term

Species populations are maintained at current baselines and no further mass poisoning incidences or killing for belief-based use occur in the project focal areas.

Evidence of poverty as a driver of trade is gathered. Livelihoods of traditional healers remain secure. Traditional healers are increasingly engaged and willing to explore options to reduce belief-based use of vultures. Safe, legal alternatives are explored, assessed, and piloted where possible.

Communities demonstrate national pride in vultures and continue to have access to affordable healthcare through their traditional healers.

BirdLife is co-leading the drafting of a Regional Action Plan for the conservation of West African Vultures, building on numerous online meetings and a 3-day workshop in October 2022. Lessons learned from this project will have a direct channel for scale up by feeding into the implementation of this regional and national vulture action plans to be developed in 2023.

Replication of the application of a social marketing approach to reducing the killing, sale and consumption of endangered and legally protected vultures will be facilitated. This will be achieved by building a solid portfolio of lessons learned, factoring in different sets of audiences, ensuring multiple tools and messaging and their impact which can be leveraged in similar contexts in other countries.

b) Long term

This evidence and follow up projects will contribute towards the BirdLife Vulture 10 Year Plan, which aims for a 50% reduction of vulture parts being traded in areas where we intervene in the next 10 years.

Illegal trade in vultures is reduced through addressing poverty as a driver of trade in target communities.

With increased vulture populations, communities will benefit from the ecosystem services brought by the species locally including reduction in disease transmission and a cleaner environment. Hooded vultures, in particular, are a semi-urban species, being found around abattoirs and markets. Their clean-up role, already understood by some, can be easily demonstrated. Potentially negative impacts of handling poisoned vulture parts will be reduced.

The BirdLife Vulture Programme is active in 11 countries in Africa and although belief-based use is the main threat to vultures in West Africa, there are at least 19 African countries where it constitutes a major threat. The internal and external means of knowledge sharing will enable a quicker spread of successful practices across the continent.

c) Potential to scale up

Vulture conservation is one of BirdLife in Africa's top priorities. This project will provide valuable evidence to test whether the innovative behaviour change approach being taken in Nigeria, to encourage and support traditional healers to move away from using vultures, alongside awareness raising and policy work, can be applied in other countries.

The Regional Vulture Conservation Action Plan is a multi-organisation initiative, initiated through online meetings and a 3-day workshop in October 2022, involving 35 representatives from 13 countries including BirdLife, West African BirdLife Partners, government representatives, IUCN, veterinary and industry representatives amongst others. The Action Plan will provide a focus for study and analysis in addition to policy advocacy and joint fundraising.

Q19. Pathway to change

Please outline your project's expected pathway to change. This should be an overview of the overall project logic and outline why and how you expect your Outputs to contribute towards your overall Outcome and, longer term, your expected Impact.

This project will apply a social marketing approach used in other geographies and for other conservation problems to address a major threat to Hooded Vultures and other vulture species.

It will identify the baseline in terms of knowledge, attitude and practice of the target audiences, their socio-demographic context, and identify where they may lie in the stages of the behaviour change (output 1).

This baseline will inform a social marketing campaign, which will be piloted in 10 communities in Senegal, The Gambia, and Guinea Bissau, increasing awareness of the role and value of vultures amongst consumers and the general public (output 2).

It will engage traditional healers in identifying alternatives to vulture parts in their practices (output 3).

Post-campaign lessons learned will inform national and regional policies and action plans and support the design of scale up interventions in all three countries (output 4).

This project aims to reduce demand for vulture parts and build the evidence base for national scale up and potential replication in other West African countries (outcome).

Expected impact:

Effective interventions result in significant reductions in mortality due to Belief-Based Use of Hooded Vultures and other vulture species in Senegal, Gambia and Guinea Bissau by 2030

Q20. Post project sustainability

How will the project reach a sustainable point and continue to deliver benefits post-funding? How will the required knowledge and skills remain available to sustain the benefits? How will your approach, if proven, be scaled?





Turning around the dramatic decline in vulture populations will remain a priority for BirdLife, but it cannot be achieved through one eighteen months project. However, by building the evidence base, boosting national capacity, testing behaviour change models, and disseminating the lessons learned to key stakeholders, the results of the innovative, piloted behaviour change strategies will have immediate impacts on the communities concerned, but, as importantly, they will inform future projects.

As demonstrated by the Birdlife Partner’s work in Nigeria and, more recently, in Zimbabwe, the traditional healers will champion this change. In Nigeria, the traditional healers were responsible for identifying the plant-based alternative, which was accepted by members of the healers’ association, due to its availability and the similarity in the result it proffers. Traditional healers’s engagement and leadership will be instrumental to identifying the alternatives to vulture parts, trialling and adopting the use of these alternatives and encouraging colleagues to do the same. Since it is a belief system rooted in culture and religion and that these healers are regarded as custodian of these beliefs, the adoption of the use of these alternatives will be sustained.

The project sustainability will be secured through a growing awareness of and appreciation of the ecosystem value of vultures by the general public and key stakeholders, including government agencies, healers, traders and consumers. Increased awareness will also support policies, training and enforcement, which will further drive down trade as the risks of using illegal products increase.

The knowledge and skills for designing follow up social marketing interventions will be retained amongst partners’ as well as BirdLife staff, and recordings will be available on Hatch to ensure more BirdLife Partners facing similar conservation issues can be trained. Any capacity gaps identified during project implementation will be included in the follow up project design.

If necessary, please provide supporting documentation e.g. maps, diagrams, references etc., as a PDF using the File Upload below:

-  [IWT R9 Vultures Annexes_Final](#)
-  15/12/2022
-  16:15:53
-  pdf 1.11 MB





Section 7 - Implementation Timetable

Q21. Provide a project implementation timetable that shows the key milestones in project activities

Provide a project implementation timetable that shows the key milestones in project activities. Complete the Word template as appropriate to describe the intended workplan for your project.

[Implementation Timetable Template](#)

Please add/remove columns to reflect the length of your project. For each activity (add/remove rows as appropriate) indicate the number of months it will last, and fill/shade only the quarters in which an activity will be carried out. The workplan can span multiple pages if necessary.

-  [BCF-Implementation-Timetable-IWTCFEvidence_Final](#)
-  15/12/2022
-  16:17:32
-  pdf 191.11 KB

Section 8 - Monitoring and Evaluation

Q22. Monitoring and evaluation (M&E)

Describe how the progress of the project will be monitored and evaluated, making reference to who is responsible for the project's M&E.

IWT Challenge Fund projects are expected to be adaptive and you should detail how the monitoring and evaluation will feed into the delivery of the project including its management. M&E is expected to be built into the project and not an 'add' on. It is as important to measure for negative impacts as it is for positive impact. Additionally, please indicate an approximate budget and level of effort (person days) to be spent on M&E (see [Finance Guidance](#)).

The monitoring and evaluation (M&E) of this project will be guided by BirdLife's Project Management Toolkit and an M&E sub-team, tasked with designing tools to monitor the delivery and impact of this project.

Impact monitoring and evaluation is a high priority for the Vulture Conservation team who are taking a leadership role in developing ways to monitor vulture conservation progress. Therefore, we are using this project to increase capacity in the wider team. We have therefore decided not to outsource the M&E to an external consultant, but to use in-house expertise at global level, coupled with the social marketing consultant, and considerable conservation science expertise, to design and implement the most appropriate tools.

The M&E sub-team will coordinate with consultants who will support the social marketing activities to ensure that survey techniques are appropriate to the audience, yield useful information and support the overall monitoring and evaluation of the project – as well as the behaviour change envisaged. They will also draw on additional advice from social science experts in the BirdLife Partnership and on the Africa Vulture Conservation Forum. We are considering using a data collection tool, a survey app QuestionPro commonly used for social research and analysis. We will review any data protection issues with our legal team.

The project performance will be closely monitored by the Project Steering Group and at least one representative of all Partners, through progress reports, but informed by in-country visits and direct engagement in activities.

Impact of the project: Evaluation of the project's success in achieving its outcomes will be monitored to allow for adaptations if needed. The key indicators found in the logical framework, and in a detailed M&E matrix, developed at the beginning of the project, will guide the evaluation of the project results and impacts. To support this, reliable baseline data will be collected at start of the project activities, and impact data will be collected when appropriate during the project implementation.

Project achievements will be evaluated in line with the Annual Reporting schedule and at the end of the project.

This M&E includes:

1. Periodic assessment of project implementation and performance of activities and spending. These assessments will review the delivery of activities and achievement of key benchmarks, linked to the workplans (e.g. staff recruitment, surveys conducted, consultation meetings/workshops held (were targets achieved)).

2. Financial monitoring will examine proposed versus actual spending and verify eligibility.
3. Assessment of results in terms of achievement of outputs, as measured through an agreed set of indicators (based on the logical framework).
4. Assessment of outcomes, as measured through achievement of stated outcome indicator targets plus an evaluation process that goes beyond indicators and examines the impact of the project in terms of relevance and effectiveness in the short and medium term. This evaluation will also identify areas for improvement and lessons learned.

Total project budget for M&E in GBP (this may include Staff, Travel and Subsistence costs)	██████████
Percentage of total project budget set aside for M&E (%)	█
Number of days planned for M&E	120

Section 9 - Indicators of success

Q23. Indicators of success

Please outline the Outcome and Outputs of the project and how will you show that they have been achieved by using SMART indicators and milestones.

See the Monitoring, Evaluation and Learning Guidance for advice on selecting SMART indicators and milestones.

Please note that the number of participants in training is not an output, please consider how to measure the success of the training rather than participation in training.

In the table below please outline your Outcome and between 1-4 Outputs. Each statement should have between 2-3 SMART indicators and end target (figure/state/quality) including how you would evidence achievement – i.e. “Means of Verification”.

SMART Indicator	Means of Verification
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Outcome

A pilot Social Marketing Campaign, promoting vultures and engaging traditional healers in 10 communities in Senegal, The Gambia and Guinea Bissau reduces demand for vulture parts and informs scaling up.

0.1 By EOP, the proportion of consumers who know and value the role of vultures and recognise them as valuable species and identify them with pride is at least 60% of the target audience (n=70).

0.2 By EOP, the number of traditional healers who accepts to use non-animal alternatives increased by 50% (n=70).

0.3 By EOP, at least 3 West African countries have included key recommendations from this project into their national vulture strategies/action plans.

0.4 By EOP, vulture populations in the three vulture strongholds are maintained at the baseline and zero mass poisoning incidences are recorded in the piloted communities.

0.5 By EOP, increased capacity from project partners in conducting social marketing and social change M&E.

0.1 and 0.2 Final report with summary results of Endline questionnaire survey and Semi-structured interviews with consumers and traditional healers.

0.3 National vulture action plans derived from the sub-regional action plan to address the direct persecution of vultures in other West African countries.

0.4 Baseline and EOP vulture monitoring surveys showcasing stable population and Africa Wildlife Poisoning Database shows no mass poisoning events in project focal areas.

0.5 Training attendees' lists, Master class on train the trainer, toolkits to guide trainers on conducting SM & social change M&E.

Output 1

The drivers and influencers of belief-based use of vulture parts are determined by Y1 Q2 and inform the design of a pilot social marketing campaign.

1.1 By Y1 Q2, the knowledge, attitude and practice as well as socio-demographics of the target audience are understood in 10 target communities (at least 350 people, 50% women).

1.2 By Y1 Q3, pilot social marketing campaigns are designed.

1.3 By EOP, the socio-economic impact of subsequent interventions is known and opportunities for alternative livelihoods for hunters, traders and traditional healers identified in 3 West African countries for post-project action.

Target: 55 traders and 35 hunters surveyed across 3 countries.

1.4 By Q1 a baseline of vulture populations in target locations is established.

1.5 By EOP, at least 6 members of staff from 3 grassroots conservation organisations have increased capacity in social research M&E.

1.1.1 Questionnaire survey and Semi-structured interview guide for baseline data collection with consumers, traditional healers, hunters, traders.

1.1.2 Progress report with summary baseline results.

1.2 Social marketing strategies.

1.3 Report on surveys and Semi-structured interview results.

1.4 Report on vulture monitoring surveys in the three countries building on previous surveys conducted.

1.5 Training attendees' lists, Master class on train the trainer, toolkits to guide trainers on conducting SM & social change M&E.

Output 2

Improved understanding of the role and value of vultures by consumers in 10 pilot communities and increased engagement of 35 traditional healers towards finding alternatives to vulture parts.

2.1 By the end of the project, the proportion of traditional healers/consumers who understand that belief-based use is causing vulture decline is at least 60% of the target audience (n=140) against baseline.

2.2 By the end of the project, the proportion of consumers who have a positive attitude towards traditional healers who do not use vulture parts increases by 60% (n=70).

2.3 By the end of the project, at least 50% of traditional healers are engaged in establishing a list of potential non-animal-based alternatives to vulture parts and mechanism put in place for its adoption (n=70).

2.1 and 2.2 Baseline reports. Final report with summary Endline questionnaire survey and Semi-structured interview results with consumers, traditional healers, hunters, traders.

2.3 List of alternatives to vulture parts agreed with traditional healers.

Output 3

Lessons are shared nationally and regionally and implementation of CITES Decisions, the CMS Vulture MsAP and the Sub-Regional Action Plan addressing the direct persecution of vultures in West Africa.

3.1 Lessons learned from the pilot behaviour change compiled by Y2 and shared through internal community of learning, the BirdLife Africa Vulture Conservation Forum and within 2 relevant national and regional fora by EOP.

3.2 National vulture strategies influenced by lessons from this project in the 3 target countries by end of project and recommendations taken up by decision-makers and implementers in other West African countries.

Baseline: national strategies in development in Guinea Bissau.

3.3 Scale up intervention action plan in Senegal, The Gambia, and Guinea Bissau is available by EOP.

3.4 National CMS and CITES authorities supported to share lessons relevant to CMS Vulture MsAP and CITES Decisions, and input where appropriate to convention dialogues, targeting Animals Committee in 2024 and CMS COP14 in 2023/24.

3.1.1 Case studies from the 3 target countries.

3.1.2 Photo and video stories shared on BirdLife and Hatch websites.

3.1.3 Reports from outcomes of events attended (e.g., Africa Vulture Forum, IUCN Specialist Group, ECOWAS West Africa Action plan steering meetings)

3.2.1 Report on recommendations included in National vulture strategies in West African countries.

3.3 Scale up action plan document in Senegal, The Gambia, and Guinea Bissau.

3.4 CMS Multispecies Action Plan, CITES draft decisions text feeding into Animal Committee.

Output 4

No Response

No Response

No Response

Activities

Each activity is numbered according to the Output that it will contribute towards, for example, 1.1, 1.2, 1.3 are contributing to Output 1.

Each activity should start on a new line and be no more than approximately 25 words.

- 1.1 Identify focal areas to pilot the social marketing scheme in each country based on data from market research conducted previously.
- 1.2 Conduct training for project staff on social marketing approaches and design and social change M&E.
- 1.3 Design social marketing research including qualitative and quantitative research questions and sampling strategy. Review surveys with appropriate consultants
- 1.4 Engage/recruit participants (healers, consumers and traders) and conduct quantitative and qualitative

surveys, record results and analyse data

1.5 Design the social marketing strategy including description of target audience segments, and design of branding materials, messaging etc.

1.6 Analyse existing vulture survey data, conduct baseline vulture monitoring surveys in target locations and establish baseline population to be maintained.

1.7 Identify and work with governance structures for traditional healers e.g., traditional healers' associations co-design and participate in focus group conversations.

1.8 Conduct focus group sessions, 1-1 interviews with key traditional healers

1.9 Input traditional healer perspectives into social marketing strategy to ensure they are respected and not villainised.

2.1 Implement the social marketing strategies for consumers (likely to include awareness raising, using influential figures)

2.2 Conduct general awareness sessions with traditional healers on the role and value of vultures.

2.3 With traditional healers, develop solutions to help them move to using alternatives to vulture or other endangered species parts.

2.2 Conduct quantitative research to understand impact of project on knowledge, attitude and practices of customers and healers.

2.3 Conduct end of project vulture monitoring surveys

2.4 Analyse data from pre and post quantitative surveys to assess impact of social marketing strategy and work with healers.

2.4 Document what worked and didn't work as part of the social marketing strategy.

3.1 Lessons learned developed into guidance documents and shared on internal and external platforms such as HATCH, BirdLife Africa social media, CMS Raptors MOU case studies

3.2 Present lessons learned to CMS Raptors MOU, IUCN Vulture Specialist Group,

3.3 Develop and share case study documents to incorporate into West Africa Action Plan reporting process and national action plans.

3.4 Develop and document national action plans based on project results

3.5 Present and attend at relevant subregional, regional and international conferences

3.6 Based on impact assessment, design a scale up plan that adapts the social marketing strategy and incentive package for traditional healers.

3.7 National CITES and CMS authorities engaged in the project in all 3 countries

3.8 Project outputs support advancement of CITES and CMS agendas on West African vultures in response to Decisions taken at COP19 (2022) and the Vulture MsAP.

Important Assumptions

Please describe up to 6 key assumptions that, if held true, will enable you to deliver your Outputs and Outcome.

1. Traditional healers are willing to engage and share truthfully, supported by participatory discussions and triangulation with other sources.

2. Survey participants are representative of the target communities based on informed selection.

3. There are alternatives to vulture parts that traditional healers are willing to use, supported by collaboration and based on experience.

4. Vultures can be viewed favourably, based on well-designed communications and experience.

5. Traditional healers are trusted community members and likely to be key influencers, a change in their behaviour would increase the potential for change in customer attitudes towards vultures. Key influencers identified by the project.

Section 10 - Budget and Funding

Q24. Budget

Please complete the appropriate Excel spreadsheet, which provides the Budget for this application. Some of the questions earlier and below refer to the information in this spreadsheet.





[Budget spreadsheet](#)

Note that there are different templates for projects requesting under £100,000 and over £100,000 but all Evidence projects should use the under £100,000 form. Please refer to the Finance Guidance for more information.

Please ensure you include any co-financing figures in the Budget spreadsheet to clarify the full budget required to deliver this project.

N.B.: Please state all costs by financial year (1 April to 31 March) and in GBP. The IWT Challenge Fund cannot agree any increase in grants once awarded.

Please upload evidence of the Lead Partner's financial capacity at the certification page at the end of the application form.

 [BCF Budget under 100K MASTER Apr22 WestminsterAfricaVultures](#)
 15/12/2022
 22:32:50
 xlsx 31.91 KB

Q25. Funding

Q25a. Is this a new initiative or does it build on existing work (delivered by anyone and funded through any source)?

Development of existing work

Please provide details:

The project is a new initiative, but it builds directly on a project funded by the IUCN SOS Rapid Response Fund to begin understanding belief-based use of vultures in Guinea Bissau, Gambia and Senegal. This was the first, significant vulture conservation initiatives in these countries by the partner NGOs.

It is part of BirdLife's 10-year, African Vulture Conservation Strategy, now BirdLife Africa's Vulture Flagship Programme. This work includes addressing poisoning in vulture hotspots in East and Southern Africa supported by the Isdell Family Foundation, the Darwin Initiative, BIOPAMA, other foundations and public appeals. We started addressing belief-based use in Nigeria from 2017 with support from the U.S. Fish and Wildlife Service and the A.G. Leventis Foundation, where 90% of traditional healers engaged with have agreed and 65% started to use plant-based alternatives within a 3-year timeframe (see Annex). The discovery that belief-based use is a significant threat in southern/east Africa has led to new projects in

Zimbabwe funded by two foundations and, with Darwin Initiative support, in Tanzania.

The project is directly in keeping with the West Africa Regional Vulture Action Plan. The multi-agency, international governance structure of this planning body will be informed by and will amplify project experience.

Q25b. Are you aware of any current or future plans for similar work to the proposed project?

Yes

Please give details explaining similarities and differences, and explaining how your work will be additional and what attempts have been/will be made to co-operate with and learn lessons from such work for mutual benefits.

BirdLife has also applied for a larger scale version of this project to the Darwin Initiative Innovation Fund. If both projects are awarded funds, there is a plan to expand the project by expanding the social marketing trainings (to allow more in-person interaction), expanding the social marketing strategy activities, piloting the proposed livelihood enhancement opportunities identified by stakeholders, and expanding the engagement to religious leaders and others who have the potential as influencers.

As discussed earlier, the West Africa Regional Vulture Action Plan is under development. Under the auspices of this plan, there is an intention to scale up fundraising and mainstreaming. The Regional Plan covers many countries in addition to Guinea Bissau, Gambia, and Senegal. However, following the extremely serious deaths of more than 2,000 vultures in recent years, it is likely that more initiatives will be developed.

We are not aware of any equivalent projects being planned in these countries at this time.

Q26. Capital items

If you plan to purchase capital items with IWTCF funding, please indicate what you anticipate will happen to the items following project end. If you are requesting more than 10% capital costs, please provide your justification here.

No capital items are anticipated.

Q27. Value for Money

Please describe why you consider your application to be good value for money including justification of why the measures you will adopt will secure value for money.

The project directly builds on the IUCN SOS project (2021-2022) which ended this year and already gathered useful baseline information on IWT hotspots with preliminary market surveys which enabled the establishment of target indicators for this project. It also helped identify and engage the most relevant communities to pilot the behaviour change strategy and engaged key stakeholders at national level.

By working in three countries, using mainly in-country resources, the project provides excellent value. Trainings conducted by the behaviour change consultant will increase the capacity of 3 grassroots organisations and BirdLife staff and be recorded for dissemination (with translation/subtitles) to other Partners. Increased skills in conducting social marketing will enable us to replicate this approach for other

conservation issues.

It already appears that drivers and motivations for use of vulture parts and hence, consumers (and genders, e.g., mostly women in Guinea Bissau), vary across the three countries. With the variety of scenarios explored in this project, tools and messaging can be leveraged in similar contexts in other countries. The approach will not be piloted from scratch and will build on successful messaging and engagement in Nigeria.

This project is timely in terms of delivering the highest impact because a regional policy instrument, the West Africa Regional Vulture Action Plan is in development. A 3-day workshop in October 2022, coordinated by BirdLife, BirdLife Partners and IUCN, brought together 35 representatives from 13 countries, demonstrating significant support amongst government representatives, NGOs, veterinary and industry representatives - providing a good pool of expertise.

Section 11 - Risk Management

Q28. Risk Management

Please outline the 6 key risks to achievement of your Project Outcome and how these risks will be managed and mitigated, referring to the Risk Guidance. This should include at least one Fiduciary, one Safeguarding Risk, and one Delivery Chain Risk.

Projects should also draft their initial risk register, using the [Risk Assessment template](#), and be prepared to submit this when requested if they are recommended for funding. Do not attach this to your application.

Risk Description	Impact	Prob.	Gross Risk	Mitigation	Residual Risk
Fiduciary Funds distributed to project partners not used for intended purposes or not accounted for.	Moderate	Unlikely	Moderate	Project partners have the organisational and financial structures in place to effectively manage finances. These are further elaborated in subcontracts with partners. Project protocols will be in place. Training will be provided.	Minor

Safeguarding	Project beneficiaries harmed or exploited. Staff or volunteer safety is put at risk	Major	Unlikely	Major	Safeguarding training at kick-off and inclusion in all subcontracts. Deployment of whistle-blowing and reporting mechanisms. Adherence to best practice guidelines for engaging communities in conservation (including prior informed consent, transparency, communication). Application of policies (anti-harassment, travel, safety) and use of risk assessments in line with those of Project Coordinator.	Minor
Delivery Chain	Individuals in the target communities do not fully engage with the project. Fear of repercussions of illegal activity may make it difficult to get accurate information. Cultural attachment to the use of vultures in belief-based use may be very strong.	Medium	Moderate	Moderate	This risk has been mitigated by prior engagement with a subset of consumers, traders, and traditional healers in a prior project. Building trust will be an important component of the engagement activities. Enforcement is not the focus of this project.	Moderate
Risk 4	Fear of loss of income may discourage participation.	Medium	Moderate	Moderate	The project will work with traditional healers and their associations to co create solutions to any loss of income. This has been welcomed in similar projects in Nigeria. However, the project will need to adapt to the particular situations in these project countries.	Moderate

Risk 5	Political instability or civil unrest may interrupt project activities.	Low	Unlikely	Low	Guinea Bissau has struggled with political instability. There is no advisory against travel to the country at this time, although caution is advised and risk analyses will be deployed. The project will need to be flexible to take account of disruptions due to unrest, health risks, making travel challenging.	Low
Risk 6	Government stakeholders will not engage with the project, reducing the chance for scaling up.	Moderate	Unlikely	Low	The project partners have good experience working with government stakeholders in general and, through the implementation of a previous project addressing this problem.	Low

Section 12 - Safeguarding and Ethics

Q29. Safeguarding

Projects funded through the IWT Challenge Fund must fully protect vulnerable people all of the time, wherever they work.

In order to provide assurance of this, projects are required to have appropriate safeguarding policies in place for all people impacted by the project.

Please confirm the Lead Partner has the following policies in place and that these can be available on request:

We have a safeguarding policy, which includes a statement of our commitment to safeguarding and a zero tolerance statement on human rights abuses, bullying, harassment and sexual exploitation.	Checked
We have attached a copy of our safeguarding policy to this application (file upload on certification page)	Checked
We keep a detailed register of safeguarding issues raised and how they were dealt with	Checked

We have clear investigation and disciplinary procedures to use when allegations and complaints are made, and have clear processes in place for when a disclosure is made	Checked
We share our safeguarding policy with all partners	Checked
We have a whistle-blowing policy which protects whistle blowers from reprisals and includes clear processes for dealing with concerns raised	Checked
We have a Code of Conduct for staff and volunteers that sets out clear expectations of behaviours - inside and outside the work place - and make clear what will happen in the event of non-compliance or breach of these standards	Checked

Please outline how you will implement your safeguarding policies in practice and ensure that all partners apply the same standards as the Lead Partner.

If your project involves data collection and/or analysis which identifies individuals (e.g. biometric data, intelligence data), please explain the measures which are in place and/or will be taken to ensure the proper control and use of the data. Please explain the experience of the organisations involved in managing this information in your project.

At the start of the project, staff will work with our Legal team to complete a preliminary data privacy analysis, which acts as a preliminary assessment of the data protection implications of a project or activity.

Depending on what comes out of this assessment, we may then perform a full Data Privacy Impact Assessment (in accordance with guidance issued by the ICO), which we systematically do for any project that involves a high risk to the rights of individuals, and also for any major project that involves using personal data. This helps us to achieve data protection by design and default, as required by the data protection rules.

Results are shared and discussed with our Legal team, who then advise on and support the implementation of measures which are necessary to ensure we protect the personal information of individuals in compliance with the data protection legislation.

Q30. Ethics

Outline your approach to meeting the key ethical principles, as outlined in the guidance.

BirdLife conducts regular trainings in its HR and Financial Policies. Safeguarding Policy training is planned for 2022.

A preliminary safeguarding risk analysis has been carried out as we recognise that the safeguarding of beneficiaries and staff is central to most conservation projects, but especially when the projects deal directly with the interaction of people, nature and illegal activities. Safeguarding Risk Analysis will be a component of the full-scale risk assessment.

The ethics, risk and safeguarding policies that apply will be outlined at the Kick Off meeting, reviewed as part of project management and will be annexed to subcontracts.

Section 13 - FCDO Notifications

Q31. FCDO Notifications


Please state whether there are sensitivities that the Foreign Commonwealth and Development Office will need to be aware of should they want to publicise the project's success in the IWT Challenge Fund in any country.


No


Please indicate whether you have contacted FCDO Embassy or High Commission to discuss the project and attach details of any advice you have received from them.


Yes

Please attach evidence of request or advice if received.

 [Evidence of request High Commissions](#)

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Section 14 - Project Staff

Q32. Project staff

Please identify the core staff (identified in the budget), their role and what % of their time they will be working on the project.

Please provide 1-page CVs or job description, further information on who is considered core staff can be found in the Finance Guidance.

Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Preventing Extinctions Coordinator TBR	Project Leader	20	Checked
Lovelater Sebele	Interim Project Leader, then Technical Advisor	10	Checked
Yvette Diallo	Project Officer, Reporting, Partner Support	20	Checked
Lewis Kihumba	Communications Manager	10	Checked





Do you require more fields?

Yes

Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Francisco Wambar	Guinea Bissau Project Administrator	15	Checked
Nelson Antonio Gomes	Guinea Bissau Project Coordinator	15	Checked
Aliou Mouhamadou Bah	Senegal Project Administrator	15	Checked
Mamadou Bassirou Diallo	Senegal Project Coordinator	15	Checked
Lamin Jobaate	Gambia Project Administrator	15	Checked
Fagimba Camara	Gambia Project Coordinator	15	Checked
Alan Hesse	Behaviour Change Consultant	10	Checked
<i>No Response</i>	<i>No Response</i>	0	Unchecked

Please provide 1 page CVs (or job description if yet to be recruited) for the project staff listed above as a combined PDF.

Ensure the file is named clearly, consistent with the named individual and role above.

 [IWTCF R9 CVs](#)
 15/12/2022
 21:17:55
 pdf 1.7 MB

Have you attached all project staff CVs?

Yes

Section 15 - Project Partners

Q33. Project partners

Please list all the Project Partners (including the Lead Partner), clearly setting out their roles and responsibilities in the project including the extent of their engagement so far and planned.

This section should demonstrate the capability and capacity of the Project Partners to successfully deliver the project. Please provide Letters of Support for all project partners or explain why this has not been included.

The partners listed here should correspond to the Delivery Chain Risk Map (within the Risk Register template) which you will be asked to submit if your project is recommended for funding.

Lead partner name: BirdLife International

Website address: www.birdlife.org

Why is this organisation the Lead Partner, and what value to they bring to the project? (including roles, responsibilities and capabilities and capacity):

BirdLife International has been at the centre of efforts to address the extinction threat to Africa's vultures for over a decade, including being instrumental in developing the Multi-Species Action Plan for African Eurasian Vultures. BirdLife has worked with its own Partners and other experts to develop and implement approaches to address the most significant threats to vultures – including threats from belief-based use.

The project staff team will bring together expertise in vulture and bird species conservation, project management, capacity building, community engagement, and advocacy.

BirdLife International will coordinate the implementation of the project in close cooperation with the project partners, with whom BirdLife has strong relations. BirdLife will be responsible for overall project and financial management, including development of work planning, community survey design, social marketing campaign design, as well as compilation of results and future plans. BirdLife will support social, ethical and risk management, including the development of gender inclusion strategies and the management of sensitive information. It will provide technical support, coordination with wider policy mechanisms and research, communication and capacity building. It will facilitate experience exchange and dissemination actions within the BirdLife Partnership and beyond.

International/ In-country Partner International

Allocated budget (proportion or value): 

Representation on the Project Board (or other management structure): Yes

Have you included a Letter of Support from this organisation? Yes

Have you provided a cover letter to address your Stage 1 feedback? Yes

Do you have partners involved in the Project?

Yes

1. Partner Name: Association Nature-Communautés-Développement (NCD)

Website address: www.ncdsenegal.org

Founded in 2010, L'Association Nature-Communautés-Développement (NCD) is a national nonprofit conservation organisation who works for the conservation of nature, the protection of the environment, in particular, birds, the promotion of biodiversity and the valorisation of ecosystems of Senegal. It works equally for the improvement of conditions for local communities, supporting sustainable development and livelihoods.

What value does this Partner bring to the project? (including roles, responsibilities and capabilities and capacity):

NCD works nationwide, in close collaboration with state services for biodiversity conservation. NCD has worked with BirdLife International and BirdLife Partners such as LPO (France), RSPB (Great Britain), VBN (Netherlands), to support conservation of many bird species, such as water migrants and marine birds, the Lesser Kestrel, the Black-tailed Godwit, and the Turtle Dove. NCD has a strong focus on awareness raising and advocacy and have experienced and dynamic volunteer groups in all regions of Senegal.

NCD became a BirdLife Partner in 2021.

NCD will be represented on the Project Steering Committee. It will be responsible for the implementation, with support and guidance from BirdLife and specialists, of the project actions in Senegal as well as regional planning and dissemination actions.

International/ In-country Partner In-country

Allocated budget (proportion or value):



Representation on the Project Board (or other management structure):

Yes

Have you included a Letter of Support from this organisation?

Yes

2. Partner Name: West African Bird Study Association (WABSA)


Website address: www.wabsa.org

What value does this Partner bring to the project? (including roles, responsibilities and capabilities and capacity):

WABSA is a non-government organisation in The Gambia aiming to support formulation of policies that will effectively and practically mainstream bird conservation and environment protection for sustainable development. Per its mission to contribute towards the national conservation of bird species and the habitats, WABSA have implemented various programmes including; Survey of Hooded Vultures (Hawk Mountain USA), Conservation Action Plan for Hooded Vulture (African Bird Club), Action Plan for the European Turtle Dove (RSPB), Curriculum on Environment Education for Schools (Regional Partnership for Coastal and Marine Conservation). WABSA has growing experience in working with communities to develop livelihood opportunities, including sustainable agriculture and ecotourism.

WABSA will be represented on the Project Steering Committee. It will be responsible for the implementation, with support and guidance from BirdLife and specialists, of the project actions in Gambia as well as regional planning and dissemination actions.

**International/
In-country Partner** In-country

Allocated budget (proportion or value): 

Representation on the Project Board (or other management structure): Yes

Have you included a Letter of Support from this organisation? Yes

3. Partner Name: Organization for the Defense and Development of Wetlands (ODZH)

Website address: www.odzh.org

ODZH is a non-governmental, non-profit organisation working for wetland and bird conservation since 2002 in Guinea Bissau, ODZH works in partnership with relevant government organizations (Office Coastal Planning, Institute of Biodiversity and Protected Areas; General Directorate of Forestry and Fauna and General Veterinarian Directorate; Ministry of Environment and Biodiversity).

What value does this Partner bring to the project? (including roles, responsibilities and capabilities and capacity):

ODZH works with other non-governmental environmental community associations in conservation and environmental education. Its team has substantial conservation experience and is working with BirdLife International to address the recent vulture mass poisoning.

Although a small organisation, ODZH has developed considerable experience, particularly in recent years, benefitting from access to BirdLife's Capacity Development programmes and participation in many BirdLife training and planning events.

ODZH will be represented on the Project Steering Committee. It will be responsible for the implementation, with support and guidance from BirdLife and specialists, of the project actions in Guinea Bissau as well as regional planning and dissemination actions.

International/ In-country Partner

In-country

Allocated budget (proportion or value):

██████████

Representation on the Project Board (or other management structure):

Yes

Have you included a Letter of Support from this organisation?

Yes

4. Partner Name: *No Response*

Website address: *No Response*

What value does this Partner bring to the project? (including roles, responsibilities and capabilities and capacity):

No Response

**International/
In-country Partner** *No Response*

**Allocated budget
(proportion or
value):** £0.00

**Representation on
the Project Board
(or other
management
structure):** Yes
 No

**Have you included
a Letter of Support
from this
organisation?** Yes
 No

5. Partner Name: *No Response*

Website address: *No Response*

**What value does
this Partner bring
to the project?
(including roles,
responsibilities
and capabilities
and capacity):** *No Response*

**International/
In-country Partner** *No Response*

**Allocated budget
(proportion or
value):** £0.00

**Representation on
the Project Board
(or other
management
structure):** Yes
 No

**Have you included
a Letter of Support
from this
organisation?** Yes
 No

6. Partner Name: *No Response*

Website address: *No Response*

What value does this Partner bring to the project? (including roles, responsibilities and capabilities and capacity): *No Response*

International/ In-country Partner *No Response*

Allocated budget (proportion or value): £0.00





Representation on the Project Board (or other management structure): Yes No





Have you included a Letter of Support from this organisation? Yes No

If you require more space to enter details regarding Partners involved in the project, please use the text field below.

No Response

Please provide a cover letter responding to feedback received at Stage 1 if applicable and a combined PDF of all letters of support.

 [IWTCF R9 All letters](#)
 15/12/2022
 21:49:40
 pdf 4.35 MB

 [Cover Letter IWT Vultures](#)
 15/12/2022
 21:48:58
 pdf 271.59 KB

Section 16 - Lead Partner Capability and Capacity

Q34. Lead Partner Capability and Capacity

Has your organisation been awarded IWT Challenge Fund, Darwin Initiative, or Darwin Plus funding before (for the purposes of this question, being a partner does not count)?

Yes

If yes, please provide details of the most recent awards (up to 6 examples).

Reference No	Project Leader	Title
29-013	Salisha Chandra	An integrated approach to protecting wildlife from poisoning in Mara-Serengeti
29-009	Susan Waugh	Empowering Cabo Verde communities towards responsible practices in artisanal fisheries
DARCC003	Marion Tafani	Build capacity and capability to regulate hunting and protect biodiversity
27-005	Jonathan C Eames	Organic livelihoods conserving Cambodia's big five
24-030	Paul Kariuki Nding'ang'a	Controlling an invasive aquatic plant for improved biodiversity and livelihoods
24-019	Ken Mwathe	Developing a Community Based Ecotourism Model at Lake Natron, Tanzania

Have you provided the requested signed audited/independently examined accounts?

If yes, please upload these on the certification page. Note that this is not required from Government Agencies.

Yes

Section 17 - Certification

Certification

On behalf of the

Trustees

of

BirdLife International

I apply for a grant of



I certify that, to the best of our knowledge and belief, the statements made by us in this application are true and the information provided is correct. I am aware that this application form will form the basis of the project schedule should this application be successful.

(This form should be signed by an individual authorised by the applicant institution to submit applications and sign contracts on their behalf.)

- I have enclosed CVs for key project personnel, a cover letter, letters of support, a budget, logframe,

safeguarding policy and project implementation timetable

- Evidence of our financial capacity (see Finance Guidance) is also enclosed.

Checked

Name	Helen Bull
Position in the organisation	Chief Operating Officer
Signature (please upload e-signature)	Signature page- IWTCF Evidence West Africa vultures 15/12/2022 21:55:18 pdf 29.14 KB
Date	15 December 2022

Please attach the requested signed audited/independently examined accounts.

BirdLife International 2020 Financial Statements - signed V2 15/12/2022 22:03:54 pdf 1.9 MB	BirdLife International 2021 Financial Statements Final 15/12/2022 21:56:32 pdf 1.52 MB
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Please upload the Lead Partner's Safeguarding Policy as a PDF

BirdLife safeguarding policy ISSUE 1 9 December 2020 15/12/2022 21:57:20 pdf 246.04 KB

Section 18 - Submission Checklist

Checklist for submission

	Check
I have read the Guidance, including the "IWT Challenge Fund Guidance", "Monitoring Evaluation and Learning Guidance", "Risk Guidance" and "Financial Guidance".	Checked
I have read, and can meet, the current Terms and Conditions for this fund.	Checked
I have provided actual start and end dates for the project.	Checked
I have provided my budget based on UK government financial years i.e. 1 April - 31 March and in GBP.	Checked

I have checked that our budget is complete, correctly adds up and I have included the correct final total at the start of the application.	Checked
The application been signed by a suitably authorised individual (clear electronic or scanned signatures are acceptable).	Checked
I have attached my completed logframe as a PDF using the template provided	Checked
(If copying and pasting into Flexi-Grant) I have checked that all my responses have been successfully copied into the online application form.	Checked
I have included a 1 page CV or job description for all the Project Staff identified at Question 32, including the Project Leader, or provided an explanation of why not.	Checked
I have included a letter of support from the Lead Partner and partner(s) identified at Question 33, or an explanation of why not.	Checked
I have included a cover letter from the Lead Partner, outlining how any feedback received at Stage 1 has been addressed where relevant.	Checked
I have included a copy of the Lead Partner's safeguarding policy, which covers the criteria listed in Question 29.	Checked
I have been in contact with the FCDO in the project country/ies and have included any evidence of this. If not, I have provided an explanation of why not.	Checked
I have included a signed copy of the last 2 annual report and accounts for the Lead Partner, or other evidence of financial capacity as set out in the Financial Guidance, or provided an explanation if not.	Checked
I have checked the IWT Challenge Fund website immediately prior to submission to ensure there are no late updates.	Checked
I have read and understood the Privacy Notice on the IWT Challenge Fund website.	Checked

We would like to keep in touch!

Please check this box if you would be happy for the lead applicant (Flexi-Grant Account Holder) and project leader (if different) to be added to our mailing list. Through our mailing list we share updates on upcoming and current application rounds under the IWT Challenge Fund and our sister grant scheme, the Darwin Initiative. We also provide occasional updates on other UK Government activities related to biodiversity conservation and share our quarterly project newsletter. You are free to unsubscribe at any time.

Checked

Data protection and use of personal data

Information supplied in the application form, including personal data, will be used by Defra as set out in the **Privacy Notice**, available from the [Forms and Guidance Portal](#).

This **Privacy Notice must be provided to all individuals** whose personal data is supplied in the application form. Some information may be used when publicising the Darwin Initiative including project details (usually title, lead partner, project leader, location, and total grant value).

Project Implementation Timetable

	Activity	No. of months	Year 1 (23/24)				Year 2 (24/25)			
			Q1 Jun	Q2 Jul-Sep	Q3 Oct-Dec	Q4 Jan-Mar	Q1 Apr-Jun	Q2 Jul-Sep	Q3 Oct-Nov	Q4
Output 1	The drivers and influencers of belief-based use of vulture parts are determined by Y1 Q2 and inform the design of a pilot social marketing campaign.									
1.1	Identify focal areas to pilot the social marketing scheme in each country based on data from market research conducted previously.	1								
1.2	Conduct training for project staff on social marketing approaches and design.	5								
1.3	Design social marketing research including qualitative and quantitative research questions and sampling strategy. Review surveys with appropriate consultants	1								
1.4	Engage/recruit participants (healers, consumers and traders) and conduct quantitative and qualitative surveys, record results and analyse data	3								
1.5	Design the social marketing strategy including description of target audience segments, and design of branding materials, messaging etc.	2								
1.6	Analyse existing vulture survey data, conduct baseline vulture monitoring surveys in target locations and	2								

	Activity	No. of months	Year 1 (23/24)				Year 2 (24/25)			
			Q1 Jun	Q2 Jul-Sep	Q3 Oct-Dec	Q4 Jan-Mar	Q1 Apr-Jun	Q2 Jul-Sep	Q3 Oct-Nov	Q4
	establish baseline population to be maintained.									
1.7	Identify and work with governance structures for traditional healers e.g., traditional healers' associations co-design and participate in focus group conversations.	2								
1.8	Conduct focus group sessions, 1-1 interviews with key traditional healers	3								
1.9	Input traditional healer perspectives into social marketing strategy to ensure they are respected and not villainised.	1								
Output 2	Improved understanding of the role and value of vultures by consumers in 10 pilot communities and increased engagement of 35 traditional healers towards finding alternatives to vulture parts.									
2.1	Implement the social marketing strategy for consumers (likely to include awareness raising, using influential figures)	4								
2.2	Conduct general awareness sessions with traditional healers on the role and value of vultures.	1								
2.3	With traditional healers, develop solutions to help them move to using alternatives to vulture or other endangered species parts.	1								
2.4	2.4 Document what worked and didn't	1								

	Activity	No. of months	Year 1 (23/24)				Year 2 (24/25)			
			Q1 Jun	Q2 Jul-Sep	Q3 Oct-Dec	Q4 Jan-Mar	Q1 Apr-Jun	Q2 Jul-Sep	Q3 Oct-Nov	Q4
	work as part of the social marketing strategy.									
Output 3	Lessons are shared nationally and regionally and implementation of CITES Decisions, the CMS Vulture MsAP and the Sub-Regional Action Plan addressing the direct persecution of vultures in West Africa.									
3.1	Lessons learned developed into guidance documents and shared on internal and external platforms such as HATCH, BirdLife Africa social media, CMS Raptors MOU case studies	3								
3.2	Present lessons learned to CMS Raptors MOU, IUCN Vulture Specialist Group,	4								
3.3	Develop and share case study documents to incorporate into West Africa Action Plan reporting process and national action plans.	1								
3.4	Pilot one of the livelihoods support options with hunters/traders (guinea fowl farming in Gambia).	1								
3.5	Present and attend at relevant	1								

	Activity	No. of months	Year 1 (23/24)				Year 2 (24/25)			
			Q1 Jun	Q2 Jul-Sep	Q3 Oct-Dec	Q4 Jan-Mar	Q1 Apr-Jun	Q2 Jul-Sep	Q3 Oct-Nov	Q4
	subregional, regional and international conferences									
3.6	Based on impact assessment, design a scale up plan that adapts the social marketing strategy and incentive package for traditional healers.	1								
3.7	National CITES and CMS authorities engaged in the project in all 3 countries	1								
3.8	Project outputs support advancement of CITES and CMS agendas on West African vultures in response to Decisions taken at COP19 (2022) and the Vulture MsAP.	1								
Coordination		18								
Steering Meetings		1								
Team Meetings		1								
M&E		5								